

Public Education Foundation Logo Competition

The Little Rock Public Education Foundation has a mission of helping ALL students in the Little Rock School District reach their full academic potential. We are interested in a logo that will represent the organization as professional, contemporary and innovative. **Please note: Due to the wide-open nature of this competition, it is limited to 15 submissions per Little Rock School District EAST program. In the event that more than 15 submissions are received, only the first 15 submissions will be considered.**

About Public Education Foundation

We are a non-profit supporting the Little Rock School District. Our signature event is Academic Signing Day where we honor the top graduates from each high school in the district. A new project we are launching is the Open Book Project which stocks classroom libraries with high-interest books, outside of the curriculum.

What is a Logo?

A logo is a graphic representation of a theme, concept or identity, that brands a company or event for marketing purposes. It may be a type treatment, an icon or a combination of both. Logos should be easily reproduced for a variety of mediums including printed items and digital purposes like websites, and on different materials that may include paper or fabrics like shirts or bags. Take some time to research and be inspired before designing a logo to submit.

LOGO COMPETITION GUIDELINES

- Do NOT use dark blue! We work closely with the Little Rock School District and would like our logos to coordinate but not be confused
- Images may be used in the logo but NO animals. We support all schools in the district and would not want to use the mascot of a single campus.
- Artwork MUST be original!
- No clip art! Use the tools in your classroom, such as Adobe Illustrator or another vector drawing program.

Tips for Creating a Logo

- KISS – Keep It Simple Simon. Use simple shapes and typefaces.
- Typography is important – make wise choices when selecting your font. **Use no more than one to two fonts.** Free fonts can be downloaded at www.dafont.com.
- Do not use photographs.
- Remember **this is a Logo - not a Poster!** Click [HERE](#) for examples!
- Use a distinct color scheme (one to three colors max) and consider color tones. Strong color contrast makes a logo more visually appealing. If you use more than one color, please also provide a one color version.
- Use negative space effectively.



Think of all the possibilities!

Remember, the logo will be featured prominently on the website, t-shirts, banners and more. Make sure your logo will work on any background color and in any media/type.

Want Resources?

<http://www.creativebloq.com/5-top-logo-design-resources-11121139>

<http://designm.ag/design/logo-design-case-studies/>

<http://www.logogala.com/>

<https://creativemarket.com/blog/logo-design-tutorials-and-tips>

Submission Guidelines

To qualify, all details and descriptions must be complete. The submission deadline is **3 p.m., CST, December 15, 2018.**

REMEMBER: DO NOT wait until the last day or the last minute to submit your application. The submission form will automatically disable at 3:01 p.m., CST on the deadline date. If you are in the middle of submitting a form at this time, your submission will NOT be received. If the form does not disable properly, submissions received after 3:00 p.m., CST will still not be considered in order to remain fair and consistent for all applicants.

1 Create Your Application Packet

A COMPLETE APPLICATION PACKET WILL INCLUDE ALL OF THE FOLLOWING:

Team Photo	Final Logo Design (.ai or .eps)	Design Proof (.jpg)	Alternative Background Logo Design (.ai or .eps)	One Color Design (optional) (.ai or .eps)
Submit one (1) team photo (.jpg or .jpeg format)	Submit your final logo design. This should be created in Adobe Illustrator or another vector drawing program (.ai or .eps). Designs should be one to three colors max.	Submit proof of design in JPG format (.jpg).	Submit your logo design shown on a light background and on a dark background.	OPTIONAL - If your design has multiple colors, provide a one color version or your design (.ai or .eps).

2 Complete the Online Application

Tell us more about your logo design and the inspiration behind it.

Note: On the application, you will also upload the zipped file detailed in Step 3.

3 Upload Team Photo, Logo Design & Additional Evidence

Combine all of the files into one (1) Zipped File with a 1 GB (1048576 KB) max file size. Be sure to review the requirements in step one. For instructions on how to zip a file, please click [here](#) for Windows instructions or [here](#) for Mac instructions.

4 Submit

When the application is complete, click the "Submit" button. When your submission is complete the page will change and state that the submission has been received. Once you see this page, you will not be able to make any changes. Following your submission, an email confirmation will be sent to you and EAST staff. If you do not receive an email, you should assume there was an error, and your submission was not complete. Our recommendation is to go back to Jotform and complete the form again.

All logo designs become the property rights of Little Rock Public Education Foundation upon submission.